



Christopher Fowler

Digital Marketer

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DRIVING LICENSE Full

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01 PROFILE

Competent Digital Marketer with seven years of experience in SEO marketing, Google Adwords, and Instagram content building. Successfully increased organic revenue by 80% for an array of small and medium businesses in the food retail sector. Especially seasoned in eCommerce marketing and brand building. Currently completing a Master's Degree In Marketing Management.

02 EMPLOYMENT HISTORY

Jan 2020 — Present
Jacksonville

Digital Marketer at ANB Tourism Adventures

Implemented numerous SEO-driven organic strategies per each product category which increases site visits by over 250% in the first 12 months.

- Planning and execution of SEO, SEM, social media, display advertising, and email marketing campaign strategies
- Creating, building and maintaining a social media presence
- Measuring and reporting on performance of all campaigns in relation to ROI and KPI
- Identifying trends, industry insights to allocate and optimize funds spent
- Brainstorm innovative growth strategies by collaborating with marketing, promotions and sales departments
- Drive content creation and copywriting activities
- Understand search analytics to advice content creators on various enhancement strategies for performance on Google, Instagram, Facebook, Twitter, Pinterest and company websites

Jan 2017 — Dec 2019
Marysville

Digital Marketer at InTune Broadcasting Group

Produced 4-5 YouTube videos per week all achieving a top 10 spot in trending ranking on social media

- Responsible for creating all content to be presented in blogs, posts, white papers, and digital brochures

- Responsible for planning storylines, content outline and content graphics
- Adapting content to reflect optimum alignment to algorithms to increase traffic as well as search engine rankings
- Create plans to material inclusion regarding videos and infographics for the various digital channels
- Using analytics to evaluate end-to-end customer experience from multiple online channels, customer touchpoints, and social media platforms
- Optimizing user funnels and instrument-specific customer conversion points
- Investigating emerging technologies and digital marketing trends
- Overseeing PPC campaigns and monitor ROI scores from conversions received

Jan 2015 — May 2015

Sandy Hills

Digital Marketer at Approach Fitness Events

Created an email marketing strategy which increased recurring business by 38%.

- Using CRM applications to maximize online digital marketing opportunities
- Managing all social media accounts and ensure that content is standardized across all platforms
- Responsible for copywriting and ensuring all contentment is SEO optimized
- Responsible for scheduling posts across all social media platforms
- Approve all content before it is published
- Research new strategies of content creation to suit specific target audiences

03 EDUCATION

May 2020 — Present

Cambridge

Harvard University

Master's Degree in Online Marketing Management

Course Curriculum:

Advertising and Promotion, Applied Technology for Managers, International Issues in Business, Marketing Research, Consumer Behavior

Jan 2018 — Dec 2019

Ithaca

Cornell University

Bachelor of Science, New Media & Internet Marketing

Coursework: Marketing Strategy and Planning, Marketing Information, Management and Research, Buyer Behavior Theory, Global Marketing.

□ GPA: 3.78

□ Extra Curricular: Campus Marketing Society, Golf Club, Swimming

04 SKILLS

Trello, Mopinion, KissMetrics, Asana, Slack, Jive, Evernote, MixPane

Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google+, Reddit, Tumblr

WordPress, Drupal CMS Platforms, Adobe Photoshop, InDesign

Identify Target Audiences

Content Creation

Optimizing Website Structures

E-Commerce Sites

Analyze Traffic Patterns

Insightly, Campaign Monitor,
SendGrid, AWeber, InsightSquared

BuzzSumo, Hootsuite, Social Render
Forest, Buffer, Sprout, Sugar CRM

Salesforce, Qwilr, Salesforce CRM,
CPQ, seProposals, Proposify

Content Strategy

Online Strategy

SEO

SEM

Video Editing

Viral Marketing

Tag Manager

Website Analytics

User Funnels

Pay Per Clicks

05 COURSES

May 2020 — May 2020

Certificate in Hootsuite Social Marketing at Udemy Online

Jan 2019 — Aug 2019

Certified Professional Marketer, at American Marketing Association (AMA), Online

May 2018 — Nov 2018

Facebook Certified Planning Professional at Facebook Training, Online

Jan 2018 — Mar 2018

Facebook Certified Buying Professional at Facebook, Online

06 LANGUAGES

English

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Afrikaans

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Dutch

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